

*Santa & Mrs. Claus learn...*

# **"How to Maximize Your Income, Your Impact & Have Even More Fun..."**



Presented by  
"Santa" Ed Taylor - [SantaEd.com](http://SantaEd.com)

Hundreds of in-person **Santa Appearances** including:

**Company Parties for:** Jimmy Kimmel, Ellen DeGeneres, James Corden, Nickelodeon, Motion Picture Editors Guild, International Cinematographers Guild, Paramount Studios, Mattel Toys, Facebook, Pinterest, Jib Jab, Riot Games, British American Business Council, Swiss American Chamber of Commerce

**Special Events for:** US Air Force, Neiman Marcus Beverly Hills, Los Angeles Rams, Lakers & Clippers, Mattel Toys, Los Angeles Children's Hospital, KOST radio, LA Zoo, USC, L.A. County Women's Jail, 3rd Street Promenade Santa Monica, YouTube Space, Wiltern Theater

**W**hat more would you like to do, or accomplish as it relates to portraying Santa or Mrs. Claus?

Would you like to earn more money? Appear on TV? Improve your performance? If so, great. I'll be covering those things & much more during the session.

If I don't cover "your topic", or if you have additional questions, I'll be available after the session to talk 1-on-1.

You can also reach me by phone or text at [424-343-9555](tel:424-343-9555) or by email at [Santa@SantaEd.com](mailto:Santa@SantaEd.com)

During this session you'll learn tips in these 7 areas:

1. Proven Marketing Techniques
2. Website- Do's & Don'ts
3. How to Create & Negotiate Better Contracts
4. Performing Extraordinary Home Visits
5. What I've Learned about Adult Only Parties
6. How to Build a Solid Foundation as Santa or Mrs. Claus
7. How to Get TV & Commercial Photo work (anywhere)

**15 years of very varied personal experiences**

**7 years as a small town "Volunteer Santa" plus  
8 additional years as a big city "Paid Santa"**



Hundreds of home & company parties, dozens of parades & Tree Lighting ceremonies, many TV shows & commercials, photoshoots, mall work and even a few movies.

Also benefit from what's been shared by the nearly 2,000 members of [The-Santa-Claus-Conservatory.com](http://The-Santa-Claus-Conservatory.com)

***All right, let's get started...***

Dozens of **TV Appearances** including:

Jimmy Kimmel, The Doctors, Steve Harvey, Nickelodeon, Supreme Justice with Judge Karen, The Today Show, The Talk, Greatest Holiday Commercial Countdown, MTV's Ridiculousness, Guilty Pleasures (Food Network), The Talk, KTLA News, Dose Morning Show, That Awkward Game Show, TMZ, Let's Ask America, Supreme Justice with Judge Karen, The John Kerwin Show

**Commercials for:** Chrysler, Overstock, Band Aid, Reddi Whip, Kohl's, Daddy's Home 2, Meijer, Urban Home, Visit Palm Springs, Coca Cola/Tinder, Hello Santa, LovePop Greeting Cards

TSCC REVIEWS:

"Santa Ed has the most wonderful Santa classes and information available anywhere!"

Santa Dave

"Santa Ed,

I am a first year Santa with absolutely no real experience at all.

In doing research on being a Santa I ran across your site. Your FREE membership has been such a tremendous help to me. By giving me ideas on everything from smiling to beards.

Thanks for all your work."

Chris

"Being a "Gold Member" has been educational, rewarding, and fun. I have learned more than I ever thought I would.

Additionally, through that learning, I have come up with more and more questions which will cause me to continue to learn.

There is so much more to being a "professional" Santa that anyone could ever imagine.

Santa Ed Taylor is an excellent trainer and example for all of us. His willingness to jump right in there and help mentor us along speaks volumes as to his integrity, to the

# 1. Proven Marketing Techniques

Rather than being **A** Santa become **THE** Santa. Establish a goal to become \_\_\_\_\_-\_\_\_\_\_.

HOW?

Your \_\_\_\_\_

Your \_\_\_\_\_

Your \_\_\_\_\_

Your \_\_\_\_\_

Build your \_\_\_\_\_

Your \_\_\_\_\_/\_\_\_\_\_

Dear Santa Bob,

We can't thank you enough for bringing the spirit to our office. We are beyond happy that we chose you.

You not only were our kind of Santa, but you understood the kids and connected with them.

Thank you for taking the time to talk to every one of them and making sure they feel the spirit of Christmas in their hearts.

You truly touched all of us. We will be recommending you to everyone we know.

We love you and we will be having you visit us again next year.

Thank you again, and wish you a beautiful 2018

Dr. Azi DDS

Little Heroes, Pediatric Dentistry

Especially your \_\_\_\_\_ - \_\_\_\_\_ clients.

"Ed Taylor is so authentic as St. Nick himself, I found myself confused and wondering 'Is Santa actually for real and standing in front of me?' He's a master."

Rob Dyrdek

Host of MTV – Ridiculousness

## MORE MARKETING...

If there are other Santas in your area you should get to know them and let them get to know you. By \_\_\_\_\_ with other Santas you can get referrals and know Santas you can refer business to if needed.

Use the online \_\_\_\_\_ sites like GigSalad & GigMasters. These sites often have top Google rankings and they can be a great source of business.

Have your own \_\_\_\_\_.

Google can be a great source of business. Learn how to use \_\_\_\_\_ to obtain & maintain top Google rankings.

TSCC REVIEWS:

Ed, I want to thank you again! I took your courses before doing anything else and they helped me tremendously.

I have 2 agents here in DFW and the one who books me the most said that I'm the most prepared Santa she's ever worked with.

My first booking with her was a photoshoot for a lipstick company. I received an email today with a video of it showing on the Jumbotron in Times Square!

I've renewed my Gold membership for this year. Thanks again!"

David Starr

"Looking to go full time and this training is a must in my eyes."

Santa Randy Richardson

"I am blown away at the depth and, more significant, the care and concern Santa Ed shares with us. I am excited about my future."

Gary "Inner Banks Santa" Lico

"I have found all information shared, useful to some degree and most interesting.

The value of information is up to each individual, but I have found myself feeling very

seriousness to which he feels about being Santa and his goals for us that we each be an "Extraordinary Santa".

Thank you Santa Ed!!"

"Santa" Jeff Mason

"In our second year, we tripled my visits and income due to your guidance and education."

Santa Rick Perkins Austin, Texas

"Really a great bundle of information.

Santa Ed's philosophy of Santa and the art of being Santa is spot on in my opinion and matches my own.

I was pleased with the knowledge and expertise that was shared here and was glad to have found this resource. It really helped me avoid some potential mistakes and think about who I am as Santa.

Because of that I was better prepared than I would have been without the course materials.

Thank You Santa Ed!"

Santa Richard

"I have only joined at the Free level so far since I am just beginning to establish myself in

SEO is not terribly technical, but it does involve several different elements, so it can be time consuming.

## 2. Website- do's & don'ts

Own your own \_\_\_\_\_ and use a dot com, as opposed to .biz, .net, etc.

Use WordPress or another Content Management System (CMS) that makes it easy for you to learn how to \_\_\_\_\_ & \_\_\_\_\_ the content of your website.

Learn how to obtain & maintain top \_\_\_\_\_



Who is your website is created for? **What you want them to do?**

Having a \_\_\_\_\_ will help you determine what to include, what to leave out and how to structure your content.

Remember, viewers eyes will be drawn to \_\_\_\_\_. By placing important text near images, you can increase the likelihood of it being seen & read.



satisfied with what information is being shared from not only your years of experience as Santa, but also with what the guest Santa's have shared. I feel the cost is most reasonable.

I also have found new confidence within myself to become the spirit of Christmas!

Thank you Santa Ed!"

Scott

"I have learned so much listening to your words of wisdom.

Keep up the great work. It's been great and very helpful."

Big Al

"I belong to a local Santa group and attend their annual workshops. These gatherings have been extremely helpful and I've made many good friends, but the info I've gleaned from The Santa Claus Conservatory has allowed me to kick my Santa role into a higher gear. Great ideas, wonderful advice and encouragement for all Santas!!!"

Thank you Ed!

Feel free to use any or all of these comments."

Sincerely, Santa Chris

"Santa Ed, through your classes I have

my area, but, I have found the articles and the public sessions to be of great help.

They have been very informative in helping me along with how to market and present myself for the best experience possible.

Thank you for having this resource available for all in the Red Suit."

Merry Christmas,  
Santa Frank

"I've learned so much listening to Ed's webinars.

They are informative, never boring and fun a lot of the time.

I can never seem to come up with a suggestion when taking a survey at the end of a session but darn if Ed doesn't keep coming up with excellent ideas to cover the various aspects of being Claus.

It doesn't matter if you're a new Santa or one with years under your belt, with Ed and his frequent guests, you're sure to learn something new."

I'd have to give TSCC 5 stars.

RocketMan

You do a fantastic job and give a lot of good pointers.

Thank you,  
Connie Widmann

Your rates. Do you post them on your website... or not? Here's what I do and why I do it this way... \_\_\_\_\_

### 3. How to Create & Negotiate Better Contracts

The first thing you want to do is \_\_\_\_\_. Sometimes being fast & professional wins the job.



#### "Santa" Ed Taylor Engagement Agreement

**Date/Time:** Dec. 6<sup>th</sup> 2018 THURSDAY Approximately 8:00 PM to 9:00 PM SANTA

**Location:** Beverly Hills Hotel 9641 Sunset Boulevard

**Activities:** Santa meet & greet, sit for photos, etc.

**Company/Organization/Contact:** Linda [REDACTED]

**FEE:** \$350.00

If the program is professionally photographed and/or video recorded "Santa" Ed will be provided a digital copy of the photos and/or videos of the event. Any and all photos taken of Santa Ed and/or Mrs. Claus, whether by individuals or professional photographers, are assumed to be for private or personal use of the clients and their guests only and may not be used for commercial or promotion use without written permission of Santa Ed Taylor. Santa Ed may also bring his personal photographer. If he does the photographer will be discreet.

**Comfort:** Santa's suit is very warm. A little cool water and a fan are always welcome.

Build your \_\_\_\_\_ by educating the other person about your experience, skills, etc. and use 'social proof' to provide evidence of your claims.

Put \_\_\_\_\_ in contracts for the use of your \_\_\_\_\_ or for the use of \_\_\_\_\_ (videos) you are featured in.

### 4. Performing Extraordinary Home Visits

At The Santa Claus Conservatory dot com I'm constantly reinforcing the idea of being \_\_\_\_\_.

The "Small Stuff" is not the "Small Stuff"... it IS the show!

Everything we do as Santa builds... it's how we do the "Small Stuff" that determines if we'll be seen as extraordinary by those we serve... and everyone else.

**Let's walk through it...**

Respond \_\_\_\_\_ when you get an inquiry.  
Establish your \_\_\_\_\_ on the first call or email

gained a level of confidence that would have taken years to obtain.

I have found not only a GREAT value, but also in the Conservatory, wisdom that only a true friend would share.

Having been Santa for the last 6 years I have searched for something to help me be the an "Extraordinary Ambassador for the Christmas Spirit". Through your Santa Claus Conservatory I now have the skills, and the confidence, to start sharing the joy of Santa to a greater audience this season, and for all seasons to come."

Santa Bruce

"I was Very Fortunate to have a seminar with Santa Ed and Kat Imhausen for the Deaf Lessons for Santa Style Words and Phrases.

I used my knowledge at a Christmas Party for a Child who did not speak - but could sign!"

Merry Christmas,  
Santa Mike

"This was my first year & I can't thank you enough for the information you provide.

I had what I think was a very successful first season. I was booked pretty solid until 10pm Christmas eve, in a very busy market here in Dallas.

"You have given me a plethora of advice on movement of hands and body to which I have found very informative and helpful.

**The Website at the Conservatory is absolutely amazing.**

Thank you for your insight to the business of being a Santa."

*Rick Santa Klemenz*

"Ed, I have said this before. This platform for your classes is amazing, thank you so much for sharing your wealth of experience.

**It's like being able to go to the Library every time that I have a question about working as Santa.**

I often ask myself WWET do LOL."

*Santa Jim  
Thibodeau*

"The information I've gathered from your shared offerings of experience/advice has put myself into a level of confidence that had myself with multiple booking days and **3 times as much** than I have previously had.

**I attribute this to my new-found confidence I received from TSCC.**

exchange by:

Being \_\_\_\_\_.

Ask about \_\_\_\_\_.

Ask about the \_\_\_\_\_.

Ask for a \_\_\_\_\_.

Confirm the \_\_\_\_\_ before.

Let the host know you will \_\_\_\_\_ or \_\_\_\_\_ when you have arrived, or 10 minutes prior.

Arrive \_\_\_\_\_ and co-ordinate your \_\_\_\_\_.

Adjust the " \_\_\_\_\_ " for the best photos.

Visit with the \_\_\_\_\_ too.

Get a \_\_\_\_\_ photo.

Don't stay too \_\_\_\_\_.

## 5. What I've Learned about Adult Only Parties

In the Santa community I've often heard it said that portraying Santa is NOT about you... **"It's ALL about the children."**

**What about when it's not?** What about adult only parties? Dinner parties? Company parties?

In those cases, it \_\_\_\_\_ all about you... AS SANTA!

My experience at parties without children is they are about as fun as \_\_\_\_\_ make them be.

ALWAYS stay in \_\_\_\_\_.

Don't stay too long and if things go in any direction you don't like \_\_\_\_\_.

You may want a statement like this in your Agreement:

**Santa Ed is all about wholesome good-natured family style fun, inappropriate conduct will result in Santa Ed's early departure.**

**I had one commercial photoshoot for a billboard and worked with a local studio on their sessions with Santa.**

Thank you for what you do!!!"

*Santa Dave  
Plano Santa*

My take away from taking all of the classes was a feeling of confidence. I really felt that I had learn a lot. **I enjoy how everything was presented, down to earth and joyful.**

*Santa Rich*

"I recently attended a Santa school which was very good, BUT **I have come to view the Santa Conservatory a significantly more valuable resource and a place that I would like to contribute more to as a seasoned Santa.**

**The Santa Conservatory does a much better job at addressing relevant topics we Santas face, such as public personas, working with special needs and bringing forums where more Santas can participate.**

I have seen Santa Ed pay attention and bring topics forward that are relevant to us which makes him more timely. Schools typically have a set curriculum with minimal time for discussion."

*Santa Vin*

Sincere thanks to you Santa Ed"

Santa Scott

"Having Ed relay his experiences and other Santas with what they have done, **gave me new ideas for what I can try to do.** I hope to be back for the next sessions with reports on what worked and what didn't."

Santa Edson

"We got so much information it made our mind spin. We plan on doing some review and watching the bonus sessions."

Santa Murph

"Ed - You've changed my life! In turn, I hope to positively impact on others, like you."

Santa Gary - The Inner Banks Santa

Great information that you would probably not find anywhere else in this kind of format. Santa Ed hit a homerun again.

Kat Imhausen

4-10-18 Absolutely fantastic! This is my first year of being a paid Santa and the information I learned from the class on SEO for web pages has proven to be invaluable. Thanks, Santa Ed, for all your hard work and for your dedication.

Santa Matt Hollis

When booking adult only parties consider scheduling your appearance closer to the \_\_\_\_\_ of the party & plan leave well before the end.

## 6. Build a solid foundation as Santa or Mrs. Claus

\_\_\_\_\_ is the most essential component of a solid foundation under your Santa business.

Being \_\_\_\_\_ and having \_\_\_\_\_ are next most important. Santa Claus adds FUN to the event!

Remember, you're there to \_\_\_\_\_. You are a performer! Be authentic, subtle and ALWAYS "in character".

Develop your unique Santa \_\_\_\_\_ & \_\_\_\_\_. My sequence of events at a Home Party:

- Grand Entrance
- Make the rounds – photos/selfies/adults
- Take seat (rearrange if necessary)
- Tell a story/sing songs/read a book
- Have kids come up
- Wait until all have presents
- Group shot
- Open presents
- Santa exit

When it comes to your wardrobe you don't need \_\_\_\_\_ but you do need \_\_\_\_\_.

Hats/Coats/Gloves

Hair/Beard/Eyebrows

## 7. How to Get TV & Commercial Photo work (anywhere)

Local news is always fun. If you are Santa for any \_\_\_\_\_ events suggest you go on TV or invite the TV crews to come out for a promo event.

Local commercials typically pay \$\_\_\_\_\_ to \$\_\_\_\_\_

Check local \_\_\_\_\_, ad agencies & cable companies.

For print ads check ad agencies and local advertisers.

As Anthony Greenbank said in The Book of Survival:

**"To live through an impossible situation, you don't need the reflexes of a Grand Prix driver, the muscles of Hercules or the mind of Einstein. You simply need to know what to do."**

**"Fantastic information and tutelage from Ed.** I personally most benefited from the information on SEO and GigSalad. My "Google Ranking" is much higher now! Thanks, Ed and Lori. I'll continue to review all of the back years and renew next year. Keep up the great work!"

Santa Michael Wilson

Santa Ed Taylor was a nationally known motivational speaker for many years before becoming a Santa Claus and it shows in his program.

He urges you to be extraordinary not only in your Claus portrayal but in your everyday life as well. When you are a member of The Santa Claus Conservatory Santa Ed is just a phone call or email message away, giving advice, answering questions or in my case calming first year jitters.

**Joining The Santa Claus Conservatory has been, hands down, the best decision I've made in my Claus Career.**

Jacki Chamberlain

"In our second year, we **tripled my visits and income** due to your guidance and education."

Santa Rick Perkins Austin, Texas